

Are You Weather Ready?

*KNOW
YOUR
RISKS*

*TAKE
ACTION*

BE AN EXAMPLE

Becoming a Weather-Ready Nation is about building community resilience in the face of increasing vulnerability to extreme weather, water, and climate events.



Property Casualty @PCIAA 4d
@PCIAA is working to improve resiliency & increase coordination to build a #Weather Ready Nation
#WRN #PrepareAthon bit.ly/TornadoGuide

Decreasing Vulnerability by Increasing Resilience

Internal

Impact-based Decision Support Services
Communications/Outreach
Science & Technology Advances
Information Delivery

Innovative Partnerships

External to NOAA



Probabilistic Forecasts **Use of Social Media** **Impact-based Decision Support**

Emergency Response Specialists **High Resolution Rapid Refresh**

Storm Surge Inundation Map **Weather Stories** **Multi-Radar Multi-Sensor**

National Water Center **Local Climate Assessment Tool** **iNWS** **GIS Formats**

Ecological Forecasts



Wireless Emergency Alerts

Dual-Polarization Radar

National Impacts Catalog

Climate Resilience Toolkit

**National & Regional
Operations Centers**

DSS Metrics **IWRSS**

WRN Ambassador Initiative

Enhanced Warning Language

FACETs Concept

Social Science Research

Seasonal Safety Campaigns

“Blend of Models”

Enhanced Data Display

Hazard Simplification Project

SPC Convective Outlook Categories

Supercomputing Upgrades

Warn-on-Forecast

Point-n-Click Icons

DSCOVER

Integrated Environmental Services

GOES-R/JPSS

2850+



AMBASSADOR
WRN
WEATHER-READY NATION™



>700 EM Offices

>350 Education Organizations

>200 TV Stations

>100 Federal Dept./Agencies

>80 Universities

20 National Parks/Forests

17 Fortune 500 Companies

15 Insurance Companies

Global Weather & Climate Center

Climate Decision, LLC

**American Association of
State Climatologists**

**Southern Climate Impacts
Planning Program**

**Minnesota State
Climatology Office**



**Delaware State
Climatologist Office**

Missouri Climate Center

High Plains Regional Climate Center

Midwestern Regional Climate Center

South Central Climate Science Center

Oklahoma Climatological Survey

Canadian Climate Forum

Maximize the contributions from external organizations toward making the nation ready, responsive, and resilient to weather, water, and climate risks.

- **Data Providers (*i.e.*, the Enterprise)**

- Maximize value of weather, water, and climate information to society
- Mutually benefit NOAA and other government agencies, academia, non-profits, and private sector

- **Data Users (Decision-Makers)**

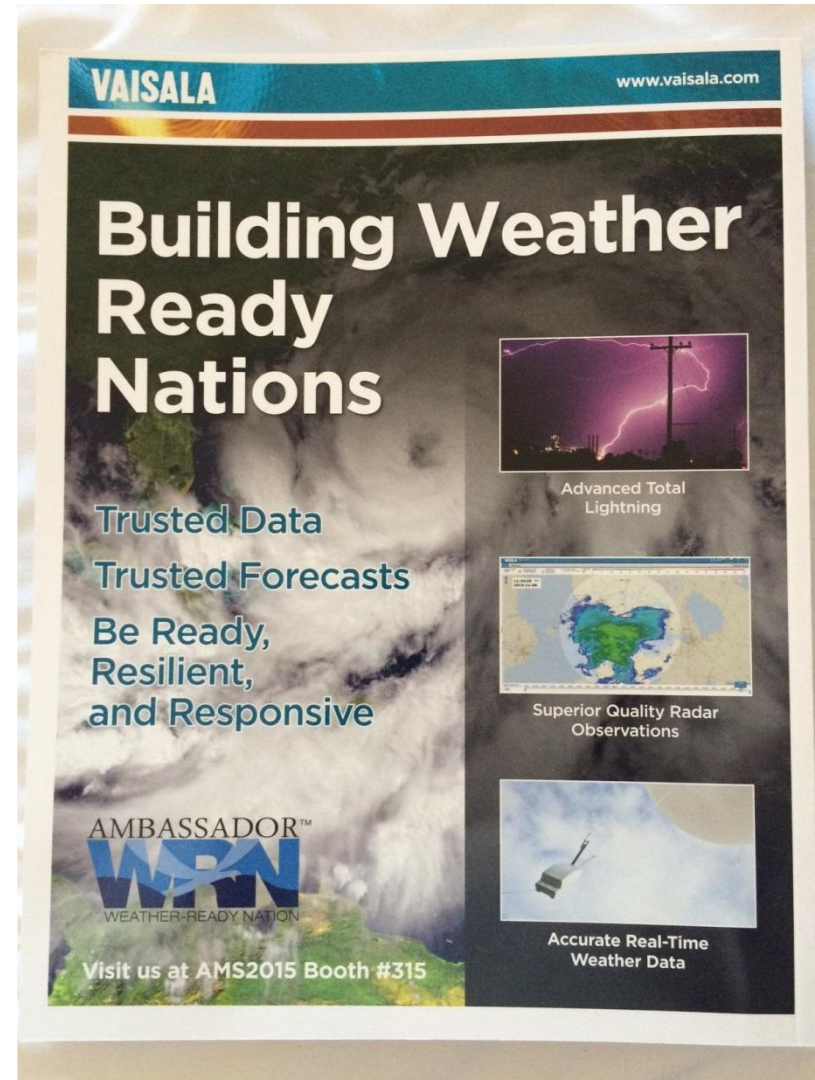
- Meet “life and property” mission more effectively with societal responses equal to risk.
- Strengthen business competitiveness

- **Data Communicators (Media)**

- Build consistency in message
- Increase outreach

- Increases value of NOAA/NWS “Environmental Intelligence” by increasing informed decision making/calls-to-action
- Increases engagement in community events
- **Expands outreach through traditional/ social media with consistent messages**
- Builds two-way communication
- Creates mechanism for external inquiries into data access/user needs
- Enables echo chamber/force multiplier effect across “whole community”
- Expansion of stakeholder engagement to non-traditional sectors (*e.g.*, insurance, health, vulnerable populations)

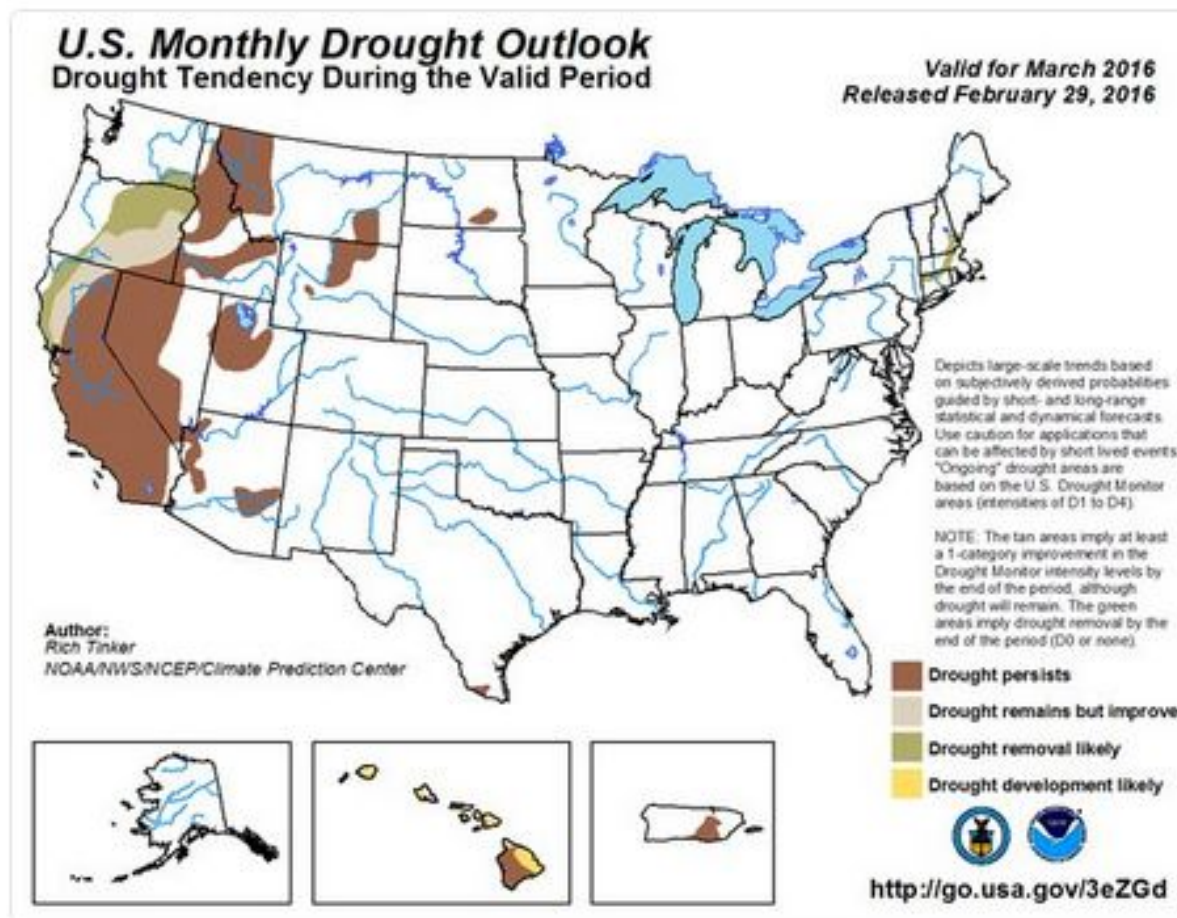
- Promotes good business practices by having employees & stakeholders more resilient to extreme events.
- Highlights their contributions as a recognized Ambassador.
- Ties their corporate responsibilities to a reputable brand.
- Facilitates interactions with NOAA on data access, data formats, and new products/services.
- Fosters innovative collaborations with NOAA and other WRN Ambassadors
- Delivers email notifications of notable events, safety campaigns, feedback opportunities





NOAA WRN Ambassadors @WRNAmbassadors · Mar 1

Drought Outlook for March favors drought improvement in OR and parts of northern CA. cpc.ncep.noaa.gov/products/exper...



WRN Ambassadors: Spotlight on U.S. Climate Resilience Toolkit

Emails_Ambassadors x



WRN Feedback - NOAA Service Account <wrn.feedback@noaa.gov>

to bcc: _NCEP, bcc: _NWS, bcc: _NWS, bcc: _NWS, bcc: _NWS, bcc: _NWS, bcc: NWS.SCH, bcc: nws.ar.wcm-sch, bcc: Wendy, bcc: WRN Ambassadors--

Here is the link to a newly launched "Climate Resilience Toolkit" for your use in Building a Weather-Ready Nation, which includes long-term
<http://toolkit.climate.gov/>

The U.S. Climate Resilience Toolkit provides scientific tools, information, and expertise to help people manage their climate-related risks, resilience to extreme events. The site is designed to serve interested citizens, communities, businesses, resource managers, planners, a government.

Also, a 1-pager on the toolkit is attached.

--WRN Team

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- Climate community is contributing to building a Weather-Ready Nation.
- Opportunities exist to strengthen the climate contribution to building a Weather-Ready Nation.
- You can “take partial ownership of WRN” and engage your stakeholders.
- Have questions or want to learn more?
We want to connect with you!